



















































SOHE 2010 Editorial Calendar

EDITORIAL FOCUS

 Print: 6x frequency - 16,259 circulation¹
 Digital: 18x frequency - 30,000 circulation²

Mail/Send date shown in box		Closing Dates*	Value Added	Product Development & Systems Engineering	Powertrain & Energy	Electronics	Hydraulics	Materials	Testing & Simulation	General Editorial & Show Coverage
January	Digital 14	IO: Jan 4 Art: Jan 5	SAE Vehicle Engineering Text Link							
	Digital 28	IO: Jan 18 Art: Jan 19	Materials Text Link							
February	Print 3	IO: Jan 7 Art: Jan 12	Ad Study Off-Highway Text Link							
	Digital 25	IO: Feb 15 Art: Feb 16	Truck & Bus Text Link							
March	Digital 11	IO: Mar 1 Art: Mar 2	Diesel Text Link							
	Digital 25	IO: Mar 15 Art: Mar 16	Materials Text Link							
April	Print 5	IO: Mar 9 Art: Mar 12	Hybrid/Electric Text Link, Congress Distribution and Event Guide Bonus							 SAE Congress
	Digital 22	IO: Apr 12 Art: Apr 13	Off-Highway Text Link							 SAE Congress
May	Digital 6	IO: Apr 26 Art: Apr 27	Batteries & Energy Text Link							 Bauma
	Digital 20	IO: May 10 Art: May 11	Intelligent Transportation Systems Text Link							
June	Print 3	IO: May 6 Art: May 11	Ad Study Truck & Bus Text Link							 Bauma
	Digital 24	IO: Jun 14 Art: Jun 15	SAE Vehicle Engineering Text Link							
July	Digital 8	IO: Jun 25 Art: Jun 28	Intelligent Transportation Systems Text Link							
	Digital 22	IO: Jul 12 Art: Jul 13	Materials Text Link							
August	Print 3	IO: Jul 8 Art: Jul 13	Profile SAE Vehicle Engineering Text Link							Annual Product Guide, Executive Viewpoints for Product Development & Systems Engineering
	Digital 26	IO: Aug 16 Art: Aug 17	Off-Highway Text Link							
September	Digital 9	IO: Aug 27 Art: Aug 30	Hybrid/Electric Text Link							
	Digital 23	IO: Sep 13 Art: Sep 14	Truck & Bus Text Link							
October	Print 1	IO: Sep 8 Art: Sep 13	Ad Study, Batteries & Energy Text Link, Distribution at: ComVec and Convergence, Event Guide Bonus							 ComVec
	Digital 14	IO: Oct 4 Art: Oct 5	Materials Text Link							 ComVec
	Digital 28	IO: Oct 18 Art: Oct 19	Off-Highway Text Link							 Convergence
November	Digital 18	IO: Nov 8 Art: Nov 9	Truck & Bus Text Link							
December	Print 3	IO: Nov 4 Art: Nov 9	Diesel Text Link							Top Products & Technologies
	Digital 16	IO: Dec 6 Art: Dec 7	Intelligent Transportation Systems Text Link							

*Artwork for digital ads with enhancements must be submitted 5 business days prior to the regular art deadline.

Send dates are noted below; order and ad deadlines are in parentheses.

TECHNOLOGY eNEWSLETTERS								INDUSTRY eNewsletters	Special
SAE Vehicle Engineering	Off-Highway	Diesel	Hybrid / Electric	Materials	Truck & Bus	NEW! Batteries & Energy	NEW! Intelligent Transportation Systems [ITS]	Commercial Vehicle	eDaily and Preview / Review eBlasts
12X 225,000	6X 30,500	6X 41,000	6X 35,500	4X 23,500	4X 36,000	4X 14,000	4X 12,000	6X 50,000	
Jan. 4 [Dec. 22]		Jan. 25 [Jan. 15]			Jan. 18 [Jan. 8]	Jan. 11 [Dec. 30]			
Feb. 1 [Jan. 22]	Feb. 22 [Feb. 12]		Feb. 8 [Jan. 29]	Feb. 15 [Feb. 5]				Feb. 16 [Feb. 9]	
Mar. 1 [Feb. 19]		Mar. 15 [Mar. 5]				Mar. 29 [Mar. 19]	Mar. 8 [Feb. 26]		Congress Preview Mar. 30 [Mar. 23]
Apr. 5 [Mar. 26]	Apr. 26 [Apr. 16]		Apr. 19 [Apr. 9]		Apr. 19 [Apr. 9]			Apr. 20 [Apr. 13]	Congress eDAILY Apr. 13,14,15 [Mar. 30]
May 3 [Apr. 23]		May 24 [May 14]		May 17 [May 7]					Congress Review May 13 [May 6]
Jun. 7 [May 28]	Jun. 28 [Jun. 18]		Jun. 14 [Jun. 4]			Jun. 1 [May 21]	Jun. 21 [Jun. 11]	Jun. 15 [Jun. 8]	
Jul. 6 [Jun. 25]		Jul. 26 [Jul. 16]			Jul. 19 [Jul. 9]				
Aug. 2 [Jul. 23]	Aug. 30 [Aug. 20]		Aug. 16 [Aug. 6]	Aug. 9 [Jul. 30]			Aug. 23 [Aug. 13]	Aug. 17 [Aug. 10]	
Sep. 7 [Aug. 27]		Sep. 27 [Sep. 17]				Sep. 20 [Sep. 10]		Sep. 21 [Sep. 14]	ComVec Preview Sep. 28 [Sep. 21] Convergence Preview Sep. 30 [Sep. 23]
Oct. 4 [Sep. 24]	Oct. 25 [Oct. 15]		Oct. 18 [Oct. 8]		Oct. 18 [Oct. 8]				Convergence eDAILY Oct. 19,20 [Oct. 4]
Nov. 1 [Oct. 22]		Nov. 29 [Nov. 19]		Nov. 15 [Nov. 5]			Nov. 22 [Nov. 12]	Nov. 16 [Nov. 9]	ComVec Review Nov. 11 [Nov. 4] Convergence Review Nov. 19 [Nov. 12]
Dec. 6 [Nov. 23]	Dec. 20 [Dec. 10]		Dec. 13 [Dec. 3]						

¹June 2009 BPA Audit Statement

²Publisher's own data